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INTEROFFICE CORRESPONDENCE

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TO: T. Saloun  
FROM: A. Goldfarb  
SUBJECT: P/V Analysis

DATE: April 13, 1990

Tom, the P/V Group would appreciate your providing us with any analytical work that has been done which looks at the impact of Price Increase/Retail Pricing on P/V category growth. If no historical work exists we would like to request an analysis that includes the following.

- ° Price Increase impact on P/V growth
- ° Retail Price differential impact on P/V development  
(percent differential vs. absolute)
- ° Retail Price growth as it relates to changes in cost of living

Let's discuss these issues at your earliest convenience.



cc: R. Anise  
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